

Padilla Speer Beardsley New York / GfK Starch – “Riding the Influence of a Media Influential”

Challenge

GfK Custom Research North America had enjoyed a significant volume of thought leader press. A separate division of the parent company, GfK Starch Communications, a market research entity that focuses on the print and online advertising space, decided it needed top-tier media coverage to expand its line of business.

Strategy and Action

PSB worked collaboratively with GfK Starch to determine the best way to re-launch the division following several years of little or no media coverage. The team decided to leverage the introduction of a new product ... eStarch, developed to measure the effectiveness of print advertising on consumer sales in a new way.

Results

The media relations outreach campaign effort's crowning jewel was The New York Times profile article by one of the most influential columnists important to GfK's target audience – October 9, 2007 “Some New And Better Information On How to Make an Ad Work” – by Stuart Elliott in his “Advertising” column. Even before GfK repackaged The New York Times coverage to leverage as a marketing tool, it already had “more calls than we have people and time to handle,” according to GfK Starch practice lead



Other Photo